

English for Academic and Professional Purposes

Quarter 2 – Week 2:

Designing, Conducting and Gathering Information from Surveys

The Reports, Survey Questionnaire and Methods of Administering It



What Is It

The Various Kinds of Reports

Reports are more likely needed for business, scientific and technical subjects, and in the workplace. They are of different types and they differ in their aims and structures.

TYPES	DEFINITION/ DESCRIPTION	OBJECTIVES
1. Survey Report	It is written after getting data from a survey.	To collect people's responses or answers about a particular issue or topic
2. Laboratory or Scientific Technical Report	It is commonly called lab report. It is written in a formal and organized manner.	To present results or findings from experiments.
3. Field Report	It is sometimes called trip report.	To describe and analyze a systematic observation.

Among the types of reports, survey is the most popularly and widely used as it is the easiest way to gather information about any topic or issue from a big number of people or groups.

Survey Questionnaire

It is a data gathering tool composed of a set of questions used in a survey and is utilized in various fields such as politics, research, marketing, media and so on. It is intended to gather data, views, opinions and others from individuals or a particular group of people.

It is an important tool used in order to collect the necessary information that will benefit the people and the community.

Methods of Administering a Survey

Administering a survey is a systematic way of achieving certain goals. The following methods are introduced by Sarah Mae Sincero (2012).

1. Personal Approach

This process of conducting the survey involves the researcher. It is used to probe the answers of the respondents and at the same time, to observe the behavior of the respondents, either individually or as a group.

a. Face-to-face Structured Interview

The interview is set personally, and the people involved face each other in order to gather the necessary information. Questions on the survey are asked directly to the respondent by the researcher.

b. Telephone Survey

The survey is done using telephone or cellular phones. The calls are made to ask individuals about certain questions. This method can be used for asking consequential questions.

2. Self-administered Approach

In this type of approach, the survey is administered without the actual presence of the researcher and the respondents are expected to accomplish the survey independently.

a. Paper-and-pencil Survey

This is a traditional method of administering a survey which entails that respondent be or are accompanied by someone who is computer literate.

b. Online Survey

This is a useful technique especially for studies which include many respondents from different locations. This is used to gather information from respondents who live in different areas. This enables all participants to answer through different online platforms.

c. Mail Survey

This popular tool requires an easy- administering of the survey where survey questionnaires are mailed to individuals who are given enough time to read and ponder on the information asked.

Dos and Don'ts of a Survey Questionnaire

Concise and easy to understand questions lead to a successful survey. Thus, a well-designed survey questionnaire will ensure an effective data and information gathering.

A survey questionnaire should be well-constructed so that the respondents could understand it thoroughly and be motivated to complete it. Therefore, a questionnaire...
(Mora, May 11, 2016)

1. Should use words that have clear meaning
The questions should not be vague and difficult to comprehend so that the questionnaire will not be left unanswered.
2. Should cover all possible options.
The respondents should be given five ranking options at most so that they will not be tired of choosing from a lot of options which do not give the choices they are looking for. If this will not be observed, this will lead to an abandoned questionnaire.
3. Should not ask two or more questions in one sentence.
The question should focus on one topic or item at a time so that the respondents will not be confused with choosing answers.
4. Should provide an out-option.
The survey should give the respondents the option to choose "Does not apply or "None" for questions they do not feel comfortable answering.
5. Should provide appropriate time reference.
Respondents could not easily recall past experiences and be doubtful as to the exact measurement or time they spent.
6. Should have a clear question structure.
Survey questionnaire should follow three parts: the question stem, additional instructions and response options so that the respondents will not be confused what to answer or choose. This will result in unreliable gathered data.

7. Should not include personal or embarrassing questions.
Questions should be gender and culture sensitive so that the respondents may not feel awkward or embarrassed in giving their responses.
8. Should avoid double negative questions.
Double negatives may occur when respondents are asked of their agreement on a certain issue. This should be avoided so that the respondents' response will be clear and precise.
9. Should outline instructions or directions clearly and understandably.
Clear instructions will lead to positive, appropriate, and clear answers. If respondents are clearly asked and told what to do, they will also foster positive attitude towards answering the questionnaire.

Lesson

2

Conducting a Survey



What's In

In this lesson, you are expected to:

1. Follow the steps in conducting a survey.
2. Create a graphic representation to present accurate results.
3. Conduct an actual survey to gather input from the people on a particular issue in the community using social media platforms.
4. Elaborate the essence of group work and collaboration.



What Is It

A Survey is one of the best ways to know and understand the people's choices, attitudes, or feelings on certain issues. We will be able to determine the reactions of the respondents and based on the survey results, we could design some possible actions to be best done, or a solution to a problem, or a remedy to a disease or an answer to a question.

THREE STEPS IN CONDUCTING A SURVEY

There are three steps in conducting a survey.

1. Decide on a four or five option survey questions. Then make a tally chart with an appropriate heading and title.

The question should follow the guidelines of making an effective survey question. Formulate questions that address the aim and need of the research. The question should be clear, concise and efficient. The heading and the title should reflect the focus of the survey.

2. Conduct a survey then tally all the answers.

In conducting a survey, make sure all answers are noted. Plan for a more systematic way of tallying.

3. Count the answers marking the items with the least to the greatest tallies. Then make a graphic representation of the results.

Be careful in tallying so you should observe accuracy and honesty. Results can be presented using any graphics. Most commonly used are charts and organizers. Choose the most appropriate graphics that best represent the result of the survey.

NOTE: When conducting a survey, you must observe ethics. You should write a letter of consent. In the letter you should also emphasize that the information given by the respondents/ participants will be held with utmost confidentiality. You should be polite and show respect to the respondents. You should maintain a friendly atmosphere so that respondents may not feel so intimidated.

Lesson

3

Gathering Information from Surveys



What's New

In this lesson, you are expected to:

1. Identify different types of survey questions;
2. Avoid the use of biased or leading question;
3. Formulate different types of survey questions;

The task of gathering or collecting information or data from surveys requires a high level of knowledge and skill. You need to be familiar with the different types of survey questions and learn the art of formulating them before you can conduct the survey and actually gather primary data. Primary data, as the name implies, is data you as a researcher collect from first-hand sources using methods like surveys, interviews, or experiments. (<https://www.statisticshowto.datasciencecentral.com/primary-data-secondary/>)



What is it

Types of Survey Questions (Torneo et. al., 2017, 119-121)

1. Open-ended questions

These types of questions do not have predetermined options or answers. The respondents are allowed to answer the questions freely. Responses must be recorded verbatim-especially because coding and analysis will rely on the subject's exact responses. Open-ended questions often need probing or follow-up questions to clarify certain items in the subject's response. These questions typically ask the "how" and "why" of something.

Example: Why did you choose to vote for candidate X? Kindly explain.

2. Dichotomous Questions

Dichotomous questions have two possible answers, often either yes/no, true/false, or agree/disagree. These questions are used when the researcher wants to clearly distinguish the respondent's opinion, preference, experience or behavior.

Example: HIV/AIDS is transmitted through saliva:

☐ True

☐ False

3. Multiple-response questions

There are certain questions that necessitate the respondents to provide more than one answer. For example, a typical advertising survey would ask the question, “How did you find about the particular service or item”? A respondent may have encountered more than one of the probable ways.

Example: How were you able to know about the graduate program of Development Policy offered in De La Salle University? Check all that applies.

- | | |
|--|---|
| <input type="checkbox"/> Print Advertisement | <input type="checkbox"/> By word of mouth (friends, families, etc.) |
| <input type="checkbox"/> DSLU Website | <input type="checkbox"/> Telephone inquiry |
| <input type="checkbox"/> DSLU Social Networking | <input type="checkbox"/> Physical appearance/ inquiry page |
| <input type="checkbox"/> Others, please specify: | |

4. Matrix questions

There are instances where a number of questions you intend to ask have the same set of possible answers. Thus, it is possible to construct a matrix of items and answers for the sake of streamlining the survey.

Example: Qualities of a Good Leader

Beside each of the qualities of a good leader, kindly indicate how well the person in inquiry manifests the said quality with 1 being the lowest and 5 as the highest.

Sample Matrix Question Set					
Qualities/Rating	1	2	3	4	5
Integrity					
Inclusiveness					
Information-Driven					
Innovative					

Shown above is a numerical scale (matrix). The respondents are required to choose from a number of categories that determine their preferences.

Another common scale is the Likert Scale which tries to assess the subject's agreement/disagreement or approval/disapproval on a five point scale-with one end being the most positive answer, and the other end being the most negative answer. The categories correspond to the numerical values 5,4,3,2,1, and are encoded as their numerical equivalent (Singh 2007,75). The total score per item is determined. From here, you formulate your inference.

Example: Performance-Based Incentive System

The new performance-based incentive system encouraged me to work over-time.

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (5) Strongly Agree | (4) Agree | (3) Undecided | (2) Disagree | (1) Strongly Disagree |

5. Contingency Questions

Contingency questions are intended for certain respondents only, depending on the provided answers. A familiar example would be a

follow-up question provided after a respondent agrees to a certain item. Respondents are asked whether they used any illegal drugs or substances. Only those who answered yes are required to answer the succeeding items.

Example:

4. Have you ever tried any illegal drugs and/or substances?

☐ Yes ☐ No

4.1 If yes, what illegal drugs and/or substances have you used? Check all that apply.

☐ Crystal Meth

☐ Cocaine

☐ Heroin

☐ Marijuana

☐ Ecstasy

☐ Others, please specify: _____

Points to remember in crafting survey questions

1. Keep the questionnaire as short as possible.
2. Ask short, simple, and clearly worded questions.
3. Start with demographic questions to help respondents get started comfortably.
4. Use dichotomous (yes/no) and multiple-choice questions.
5. Use open-ended questions cautiously.
6. Avoid using leading questions. Make your question ask for the other person's opinion.

Do not make it clear what your own opinion is. (This would be called a biased question or a leading question).

A bad example would be. Fishing is a very cruel pastime. Do you agree? A better question might be: Do you think that fishing is a cruel pastime?

A) Strongly agree **B)** agree **C)** neutral **D)** disagree **E)** strongly disagree

7. Pre-test a questionnaire on a small number of people.
8. Think about the way you intend to use the collected data when preparing the questionnaire.